

SIDE TALKS

JANUARY 1941

Shut up ideas don't
earn dividends —
Bottled-up sales ability
doesn't sell goods —
This issue of
Side Talks is the
Uncorking Number



Uncork Your Sales-Power

THE holidays are over—Parker dealers have cashed in on the holiday spirit, and the suitability of Parker Pens for Christmas gifts.

Old Santa Claus, the profit bringer, has come and gone. Here's to good old Santa Claus!

Do we need to depend on the generous old Saint to win us pen profits? A thousand times "No." Every month of 1911 can be made to produce big pen profits—**providing you make the selling effort.**

You dealers who doubt this possibility don't know the sales-power you have stored and bottled up inside you. It's within the power of every man—in your power—to direct the thought and create desire in the minds of other men. Here is your sales-power,—your ability to sell pens, or anything else as well,—in January, June or any other month of the year, as well as in December.

Why is the horse a servant of the man? Not because the horse lacks strength, but only because he lacks self-knowledge of his strength, and persistence in applying it. Because man with his hobbles and whips once overcomes him, the horse yields altogether, and stands thereafter if the reins are simply dropped over his head.

This is the predicament of hundreds of dealers—standing with reins dropped over their heads. They are tied in their tracks by self-doubt, or rather the lack of what they **could** do if they **would**.

The greatest business quality in the world is self-belief—give a man that and you give him his success. **Believe** that you have the sales-power to sell Parker Pens as well in May as in December and you **will** do it. Let your sales-power come out. Don't bottle it up by disbelief—uncork it by practicing its use.

Forget about your Parker assortment, get it back in the dark corner, and of course people are not going to take the trouble to remind you of it.

It's to your profit to keep them reminded of it—of the convenience and work-saving value of a Parker Pen, and of its distinctive cleanliness because of the Lucky Curve—that's the **application** of your sales-power.

Hundreds of people in 1911 will come into your store, who would be very glad to carry out a Parker Pen, and, if you uncork your sales-power, you can turn these possible sales into actual sales, and ring up the profits on the cash register.

This sales-power is in every man—like your muscles, it is developed by use. You get the knack of bringing people to look at things as you do. Don't doubt it because you fail in results in the first pen selling attempt—you are simply out of training. Today, probably, you couldn't

run five miles; your muscles, lungs and heart wouldn't respond to the demands, but run a hundred yards today, a little more tomorrow,—keep it up, and you will develop your heart, lungs and muscles to the task, and soon a five mile run would be easy.

The same is true of a man's sales-power—the faculty to create a desire in the minds of possible customers is developed by practice. And if you do not succeed at the first attempt, remember you did not read the first time you looked into a book—and exactly as persistence and practice has made you a master of reading, you may also become master of the profitable art of creating desire in the minds of customers.

The greatest thing that can come to any man is the deep, earnest conviction that he has in himself the power to create a desire in the minds of others—and the most profitable New Year's resolution you could make is to develop this power by practice.

Let's keep the holiday spirit for the whole of 1911—let's boost the pen profits—let's make every month of 1911 a record pen month, as we can by developing and applying the sales-power that's in us.



G. S. Parker

Lucky Curve Base Ball Club

NEXT issue of Side Talks, we are going to run a cut of the Parker Lucky Curve Baseball Nine. The LUCKY CURVES were members of the Commercial League of Wisconsin and at the end of the season, they quit with 1000%, a perfect score.

You, baseball fan, what do you think of that for playing ball?

If you want to see a good game, call and see us some Saturday afternoon when the season opens. Then you will see a practical demonstration of the LUCKY CURVE as applied by the pitcher.

\$10⁰⁰ For a Short Letter

Here is an opportunity for some clerk or dealer to slip an extra ten spot into his pocket. It won't take you ten minutes to write the kind of a letter I want. If you write the best letter, your time will be worth more than a dollar a minute.

The Kind of a Letter I Want

I WANT a short letter. I want this letter to be a simple statement of the principal obstacle you personally encounter in selling Parker Lucky Curve Fountain Pens,—a simple explanation of the principal objection to buying which you encounter from customers, and your own method of argument in overcoming this obstacle or objection. For the best letter I will give the writer a ten dollar bill.



A Fair Chance for Every Merchant or Clerk

IT'S the stuff that is in the letter, not the way it is written, that will count. The letter doesn't even need to be grammatical or correct in spelling. Your letter must be in this office by February 15th.

Award will be announced in the next issue of "Side Talks."

Address letter to me personally and write the word, "Contest" in the lower left hand corner of the envelope.

Get in line for the ten spot. Write your letter today.

A Little Plan that Made Many Sales

THE dealer who keeps the 10 Days' Test Trial fresh in mind is the dealer who is making regular sales.

A Parker Pen dealer, a druggist, has hit on a little plan that brought him good profits, and it should do the same for any other dealer.

This druggist has a good many regular customers, to whom he sent statements every month,—the credit of these customers he knew was good, so he was safe in his plan of sending out a Parker Jack-Knife Safety with his monthly statements, with the following letter, delivered by a boy:

Dear Sir:

I am sending you a new thing in fountain pens,—The Parker Jack-Knife Safety. I don't necessarily expect you to buy it, but I feel as if I ought to let my regular customers appreciate the special merits of this new pen.

You notice it has an extra cap inside the regular cap, the end of it coming out at the end of the regular cap. After you have screwed on the regular cap, give this end a firm turn. Then you can carry this pen flat in your lower vest pocket, or even in your pants pocket, like a jack-knife, and there is no danger of leaking. It is a good pen for a lady's purse or handbag. You are welcome to carry this pen in your pocket and use it.

If it doesn't take your fancy, send it back, if possible, inside of ten days, or ask me to send for it. If you

like it, keep it, and I will include its price, \$2.50, on the next statement. Of course, you are under no obligation to buy.

Respectfully.

This plan sold pens—why not try it out on a few of your regular customers.

The Big Success of 1910

THE last year was a big Parker Pen year. The sales of Parker Pens increased wonderfully everywhere. The continued big Parker advertising has taught the millions of readers and pen users everywhere that there are only two kinds of fountain pens—the straight ink-feed type, that often inks the fingers when the cap is removed to write, and the one curved inkfeed pen—the Parker,—cleanly because of the Lucky Curve.

With this great fact so thoroughly advertised, there can be but one result—pen buyers want the pen with the Lucky Curve—the Parker.

This alone accounts for the big increase in sales—for the greater profits every dealer is making who takes advantage of the big Parker Advertising by making himself well known in his locality as a seller of the Parker Lucky Curve Fountain Pens.

There will be no let-up in Parker advertising. In fact, the advertising will be increased, if it is possible to find a way to do more effective advertising than is being done.

If you handle the Parker, you are not only handling the pen that gives the best satisfaction, but also the best known and best advertised.

Sales-Power---the Success-S

Sales Power--The Success, Secret of Merchant and Clerk

HAVE you ever noticed how one man seems to get along with customers better than others? Have you ever wondered why customers come into a store and wait until a certain clerk can wait on them? Have you ever thought out why a certain clerk succeeds in selling a number of articles to a customer who originally intended to buy only one article?

What is the secret of this man's success? Nothing less than that knack of selling which we call sales-power.

Sales-power makes success quick and sure for the man who has it.

"Thoughts as Real as Bullets"

RICHARD Mansfield, the late great American actor, was fond of saying, "A thought to me is as real a thing as a bullet. I can see it go smashing across the footlights and into the brains of an audience." Herein was the great actor's power to make an audience weep or laugh. He realized the tremendous power of a thought. By study and practice he became expert in sending them across the footlights. The beginning of sales-power in the merchant or clerk or manufacturer lies in the same realization that "thoughts are as real as bullets," and the same practice and study will give wonderful control over the minds of customers.

Every man has sales-power, only in most men it is not developed, and thus ninety-nine times out of a hundred, clerks and merchants are denying themselves the greatest success-winner within reach of their possibilities.

The Power of Thoughts

REAL salesmanship today deals more with the mind and imagination of a customer than with the commodity for sale. Today, when a great church has been founded on the principle that right thinking is a remedy for many physical ills—when another church is successfully reforming drunkards and victims of other habits, making strong men and women out of the morally weak, simply by giving them right thoughts,—when the leading scientists of the world are demonstrating in wonderful ways the power of mental suggestion,—can we doubt for an instant the importance of applying it to one's own business uses?

Selling Beans

SUPPOSE you were selling beans. What would be the possibilities of suggesting new thoughts to increase the sale of beans? Everybody knows beans—yes, everybody knows beans,—as beans, but suppose you suggest that beans are a form of concentrated nourishment—that they are good strength builders, not fully appreciated. Do this, and your customer begins to think about beans not as merely beans, but as a strength and muscle building food. You have given plain, ordinary beans a new quality and desirability in the mind of the customer. His logic completes the process until he decides it a good thing to eat more beans.

Getting it Over

STAGE people have an expression, "getting it over," which describes the process of getting the idea or thought across the footlights.

Getting it over does not simply mean the delivery of the author's words, so the audience can hear. The story is told of a five year old boy whose whole part in the play consisted simply of walking across the stage, dropping a little red cap, picking it up, and putting it on again. The boy did it in a natural, simple way, and "got it over." His little part got a big laugh. Later, the boy himself discovered he was funny, and tried to be funnier. He twisted the cap, put it on sideways, pulled it down tight—and lost the laugh. He didn't get it over. In other words, he began to act—and ceased to be in earnest.

The essential thing in getting it over is earnestness. The next thing is to get over on the customer's side of the counter and see things from his point of view.

Don't Merely Talk Fountain Pen

SALES-POWER in pen selling doesn't come from talking only the pen, although the talking of the special features, such as the Lucky Curve, is vitally essential once you have him interested.

But you must first get the customer's attention and interest. To gain attention is a simple matter of bringing up the subject in a pleasing way—and then make the customer think of the pen, not merely as a pen, but as a work-saver, and convenience. If you know the man's business, enlarge on the way the Parker will assist him in his work.

Secret of Merchant and Clerk

on the pleasure and convenience of having a Parker for a constant companion.

Remember all the time that you are dealing with a mind—and watch for effects. When you see he has a liking for a particular style, don't confuse him by showing him more styles—follow the line of least resistance—hold his interest and attention on the style he likes, and let him understand you think he has displayed good judgment and taste.

Explain,—don't argue. Persuade,—don't oppose. Another thing—say nothing that will suggest an objection to buy—don't bring up objections merely to overcome them—that would be like the boy actor who played smart and lost the laugh.

If you are going "to get it over the counter" as the actor gets it over the footlights, so it takes hold, convinces and makes sales, you have to be in earnest, and must impress the customer that you really believe a Parker Fountain Pen is going to be a great aid to him.

Study Human Nature

THE secret of convincing and interesting people is a knowledge of human nature. One fact make sure of—that it is universally true that every person is pleased to be picked out for particular attention. Your remark to a man that you had him in mind when you ordered a certain pen is flattering; he almost feels bound to show equal good fellowship by examining and trying the pen. Nine times out of ten this means he buys it before leaving. Make all your talk personal and special to the person you are trying to sell.

And don't forget that pleasantness, good nature and general agreeableness are some of the greatest assets a store, merchant or clerk can have.

Remember, that sales-power is in every man, and that it is developed according to the extent it is practiced—remember, it is the greatest element of business success,—greater than capital, greater than credit,—the greatest element of merchandizing. Every day sales possibilities escape out of every store. Sales-power will get them in the cash drawer—and once you catch the knack of "getting your suggestion across," you, like the great actor Mansfield, will be able to see the thoughts go smashing across the counters, interesting and convincing customers, and making sales that you would not secure otherwise.

Sales-power means the margin between failure and success. Increased sales-power is what turns moderate success into a really big success.

Now is the Time to Dress up your Assortments

THINK of your pen display as a salesman. When did a shoddy, ill-kempt, mussy salesman ever attract the interest and confidence of buyers?

To attract customers, to win confidence and make sales, your pen assortment must deserve it by being attractive. Dust, dirt, and odds and ends kill interest—the first thing in order after the busy holiday season is a cleanup. Then, if you want to proceed along the lines of scientific salesmanship, the next thing is a filling-in order that will replace all the numbers sold and give you a complete, representative stock. A full assortment is the essential basis of good salesmanship. How would a cigar store prosper which tried to do business with a few boxes of cigars? You would hardly expect a great success for it, would you?

The same is true of pen selling. A few styles, a few pen points are not enough to meet the demand. People prefer to make the selections where they have a wide range of choice. This you know from your own experience is absolutely true.

A trim, full assortment attracts business, and I dare say more than doubles sales. It attracts attention and gives the impression that you are a real pen dealer. As I earnestly want every dealer to have the most prosperous pen business possible for 1911, I earnestly urge that you fill in your stock at once, and do not deny yourself this sales-making advantage of a good assortment. Don't wait until further in the year to do it—do it now—and have the advantage of it during the whole year. Don't wait until tomorrow—tomorrow's successes always depends on the action of to-day. Put yourself in line for increased sales for 1911 by getting the right start today.



Just Right for your Letter Head

Here is a neat little cut of an advertisement that looks fine on a letter head or envelope, especially if printed in a different color from the other type matter on the letter head. One of these little cuts is awaiting your request, if you wish to use it.

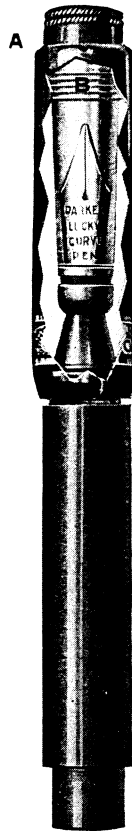
The Cap that Can't Leak

THE principle of the Parker Jack-Knife Safety is simple, and it is this extreme simplicity that makes it superior to any other safety pens. There are no valves, springs, or disappearing mechanism in the Parker Jack-Knife Safety to get out of order. Because of the simple, substantial construction, the Parker Safety Pen will give service for a lifetime.

The cap that cannot leak consists simply of a double cap,—one inside of the other. The outside cap "A" screws on the barrel in the ordinary way. "B," the inside cap, screws into the outside cap, the top extending out of the end of the outside cap. After the outside cap is in position an extra turn on the protruding inside cap forces the outside cap tight against a special shoulder of the barrel enclosing the pen in an ink-tight chamber, the air pressure in this chamber preventing a flow of ink from the pen point, even although the pen is carried upside down. Even if ink does escape, it cannot get into the outside cap, or smear the nozzle of the pen. You will always find the Parker Jack-Knife Safety ready to write at the first stroke, flowing freely and evenly.

No other safety pen is so simple, none other is so positive in its action, or will give such long or such satisfactory service.

The sales on this pen are phenomenal. Many dealers



last month ordered by telegraph. It is easy to interest people in this pen, and you have a good chance to make sales, even though the customer already owns an ordinary type of fountain pen.

Fake Pen Sales

AS YOU value your reputation, beware of the fake pen sales.

The gaudy dollar pen values may be attractive, but there is always a come-back when you lend your reputation to the sale of gold bricks.

About the quickest way I know of for a dealer to put himself in a bad light with his trade is to stand sponsor for the fake fountain pens with the soft points that soon wear, and the gold trimmings that are soon brassy, and the blown rubber barrels that soon loosen and leak at the joints. Sell a customer that kind of a fake pen, and ever after he has you spotted as the kind to give a wide berth. He will judge you, your store and everything you sell by the shoddy, fake fountain pen. Don't hope for more trade from him—you won't get it.

Only by selling adequate values can you build your prestige as a quality dealer—a dealer never takes a risk by sticking to legitimate business.

The very worst feature about these pen fakers is that they often misrepresent their shoddy goods as being genuine Parker Pens or other high grade make. Such fraudulent deception hurts your business and ours both. No honest dealer would knowingly give window space or countenance such crooked methods—so beware of the fake fountain pen proposition and please notify us immediately should you discover any fakers attempting to deceive the public with trashy pens offered as "Parkers." We do not manufacture shoddy goods either with or without our imprint.

Condensed Price List of Lucky Curve Fountain Pens

PARKER JACK KNIFE SAFETY FOUNTAIN PENS

Just right for a man's lower vest pocket or even in his trouser's pocket along with his jack knife, for there is no danger of leaking or losing. Very handy for ladies as it can be dropped into the purse or hand-bag with perfect safety.



No. 20 Jack Knife Safety, Baby Size, \$2.50.

This wonderful little pen is made in both baby and regular sizes. Can be furnished in red rubber if specially ordered. Please state in ordering whether Baby or Regular size is desired.



No. 20. Jack Knife Safety, \$2.50.

This is the regular size No. 20 Jack Knife Safety. No other pen has ever equalled in so short a time the sales reached by this.



No. 24 Jack Knife Safety, Price \$4.00.

This pen has a splendid easy writing, No. 4 gold pen of any desired flexibility. Regular length or Baby size as preferred. Holds a liberal supply of ink and is very popular. No. 25 fitted with a large No. 5 pen. This is the largest Jack Knife Safety Pen regularly made.

PARKER LUCKY CURVE FOUNTAIN PENS



No. 1. Plain Barrel Parker Lucky Curve. Price \$1.50.

A neat little pen. Has the "Lucky Curve" Feed and Screw Joint. Fully warranted. It is the lowest in price of any Parker "Lucky Curve" made. This is fitted with shoulder cap. Does not come in chased or red barrels.



No. 18. Price \$2.00.

A handy serviceable pen. This is the lowest priced pen with the "Anti Break," Slip-over cap. Black, mottled, red or chased barrel.



No. 20 1/2. Chased. Price \$2.50.

This is the same size as our regular No. 20. The only exception is the fancy chasing on the barrel and cap. May be had when so ordered with fancy chased barrel and plain cap. Cut slightly out of proportion, as barrel is little longer than shown. A very popular number.



No. 20 1/2. Ladies' Size. Price \$2.50.

The above cut shows ladies' size of No. 20 1/2. We also have ladies' sizes in Nos. 23 1/2 and 24 1/2, the barrels of which are more slender than the regular sizes of these numbers. Prices respectively, \$2.50, \$3.00 and \$4.00. The size of the gold pen in No. 20 1/2 is No. 2; in the No. 23 1/2, No. 3, and in No. 24 1/2, No. 4.

This pen is designed to meet the demand for a fountain pen that has the feel of a lead pencil with as large a gold pen as possible. In ordering any of the above numbers be sure to state ladies' size.



No. 23 1/2. Chased. Price \$3.00.

It is the same as our regular No. 23 but with beautifully chased barrel and cap. Of medium size barrel with No. 3 gold pen and can be furnished in a more slender barrel as described under cut of ladies' size No. 20 1/2. Order some of these by all means.



No. 24 1/2. Chased. Price \$4.00.

In size it is a duplicate of No. 24 (plain barrel); two sizes larger than No. 20. One of the most satisfactory pens for general use. Has No. 4 gold pen which writes very smoothly. A decided favorite.



No. 51. Price \$3.50.

This is very plain with a single gold band or silver ornament in center of barrel for name plate. One of our latest patterns of a simple and attractive design. It is so odd and yet so unique that it already has made many friends.



No. 42 1/2. Price \$4.50.

This pen represents a new departure in pen decoration. Neat, simple and elegant. Blank space on gold band in center for name. In excellent taste that makes it appeal favorably to everyone.



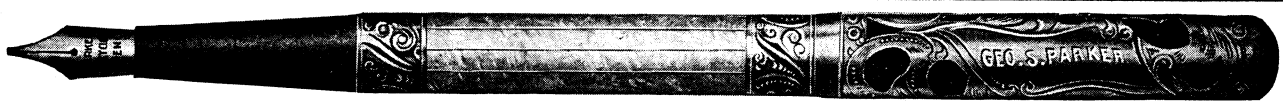
No. 33. Gold. Price \$5.50.

This pen is a very popular style. It is certainly exceptional value and the 18k gold plate mounting makes it neat, tasty, and a real beauty. No. 34—Same design in sterling silver. Price \$4.50.



No. 14. Price \$5.00. Sterling Silver Filigree. No. 16. Gold Filigree, \$6.00.

The silver is mounted over the vulcanite, making a most striking looking pen. Space is reserved on name plate for engraving name of owner. No. 16—Same pattern as above, solid 18k, gold plate, will wear for many years. Price \$6.00. If you want to get big value in a fancy fountain pen you need never regret selecting this style. The latter is especially recommended.



No. 15. Price \$7.00.

This is a superb pen. Barrel is covered with beautifully tinted pearl slabs, held in place on either end by gold bands. Cap is covered with gold filigree work. Blank space is left for name plate. One of the most remarkable values ever offered in a mounted pen.



No. 41. Price \$8.50.

This is a gentleman's pen. Large barrel and covered with gold filigree work of beautiful design. For father, brother or sweetheart, an ideal present.



No. 47. Price \$10.00.

We can safely say no more beautiful pen of this kind was ever made. Gold bands on either end of barrel to hold the pearl slabs in place. Please note the enlarged pearl barrel, a new design. Cap covered with beautiful mountings, 18k Gold plate, floral design. Space on cap left blank for engraving owner's name.



No. 52 With Sterling Hammered Swastika Design, \$12.00.

Something entirely new. The hammered effect gives it a look so different from anything shown heretofore. A beautiful two compartment, leather, plush lined box given with this pen.



No. 53, Price \$15.00. .18 Karat Gold Covered.

This is also of the Swastika design of good luck. Barrel has the appearance of old gold in time lines and ridges. A perfect beauty. As a present for a young lady or a birthday or holiday gift for any one in fact, it would be treasured. Beautiful two compartment leather box, plush lined, without extra charge.



No. 16 Jack Knife Safety, Rolled Gold Mountings, Price \$6.00. No. 14 Jack Knife Safety, Sterling Silver, Price \$5.00.

This beautiful little pen is a source of admiration and delight to many. It is fitted with a little ring so it may be suspended by a chain. Both No. 14 and No. 16 can be had in baby and regular sizes at the same price. The regular size does not have the ring.



No. 20 Jack Knife Safety, One Gold Band, Price \$3.00. Two Gold Bands, Price \$3.50.

This pen with the gold band makes a very rich and artistic number. In ordering do not fail to designate whether fountain is to be fitted with one or two gold bands. Any Jack Knife Pen can be had with either one or two gold bands by adding 50c to the regular price for one gold band and \$1.00 for two gold bands.

PARKER SELF FILLING FOUNTAIN PENS



No. 20. Self Filler. Price \$2.50.

This is the lowest price self-filling pen we manufacture. It is in all essentials the same as our regular No. 20, but with the self-filling attachment. If you are looking for a self-filling fountain pen, this pen will more than please you in every particular. Our usual broad warrant accompanies this pen, as with our other goods. As is the case with all self-filling pens this will not hold as much ink as will the corresponding size in the regular style. Other Self Filling Pens are No. 23 S. F. at 3.00; No. 24 S. F. at \$4.00 and No. 25 S. F. at \$5.00. Larger pen points and larger barrels are to be had in these latter numbers.

CAP WITH THE COLORED CROWN

The pen shown below is fitted with a colored crown on the cap. We can furnish this or any other plain fountain pen with crowns in almost any color or any combination of two colors desired. The customer can have the colors of his school, fraternity or society on his fountain pen. In stores, offices and other places where several have fountain pens the colored crown can be used to identify a pen in case mislaid.

Regular colors in stock—White, Red, Dark Red, Light Yellow, Purple, Green, Blue, Brown, Black.

Fitted with one color the additional cost of any Fountain Pen is only 10c. Two colors increase the cost of a pen by 25c.



No. 21 1/2 Parker Pen, \$3.50. With "Cap with one Colored Crown," \$3.60. Two Colors, \$3.75.

SIDE TALKS

About Geo. S. Parker Fountain Pens and Other Subjects

AUGUST 1911

JANESVILLE, WISCONSIN, U. S. A.

No. 8

X-Ray the Leak in a Pen

X-RAY a regular fountain pen sitting point up in a vest pocket. What will you see? At the top a feed tube full of ink; in the middle a space of air; and at the bottom a deep pool of ink.

X-ray what happens when the heat of the body warms the pen in your pocket and causes the air in the middle to expand like any heated gas. What will you see? The ink in the feed tube ascending to the pen point and oozing out, smearing the writing end of the pen, and the writer's fingers when he takes off the cap and commences to write.

X-ray a Parker Fountain Pen the instant it is turned point up. You see the ink in the feed tube running down instead of up—down into the pool of ink below. Why? Because the Parker feed tube is curved at the bottom end—curved over against the wall of the barrel. The end of this curved feed tube touches the wall, and that touching causes a suction that sucks all the ink out of the tube—sucks it out of the way before the warm air ascends.

What makes this suction? The same force of Nature that makes a dandelion stem suck water, or a lamp wick draw oil, *i.e.*, capillary attraction.

Fill Parker feed tube with ink, touch curved end to barrel wall, as in test picture, and watch the ink scot down, proving thereby that the Parker Pen will not leak.

Parker Pens flow any ink, with never a hitch or skip; all styles, self-filling, safety and standard; plain, gold or silver mounted, with 14-K gold pen, iridium point; prices \$1.50 to \$2.50. New disappearing clip is out of the way while you write.

If any pen is unsatisfactory in any way, dealer will refund, as we protect him from loss.

If dealer doesn't keep them, send us his name, and we'll send you our artistically printed catalogue and fill your order direct.

Address—Parker Pen Company, 106 Mill St., Janesville, Wis.
New York Retail Store, 11 Park Row, Opposite Post Office.



Make this test
yourself.
Prove it
won't
leak

PARKER LUCKY CURVE FOUNTAIN PEN

Full page copy running in the September magazines. Same kind of copy but much larger space in weeklies like Saturday Post, Collier's, etc.

Some Burnt Horse Meat, Some Dog, Some Fire, Some Funeral, and No News

BY GEORGE S. PARKER

A gentleman was consigned to the Maine woods to earn back the health he had squandered away by riotous fighting of booze, cigarettes and soubrettes.

The "Doc" told him to stay in the wild forest land of Maine for three months straight, and to allow nobody, not even his home folks, to send him any news.

The gentleman returned home at the end of three months, having recovered his lost fortune of health.

His colored man servant met him at the railroad station, and the following conversation happened:

"Well, George, what's the news?"

"No news, sah."

"What, no news!"

"No, sah, no news."

"Why, I have been away three months. Hasn't anything happened during all that time?"

"Naw sah. No news."

"Well! Well! That's funny. Where's my dog? Why isn't he along?"

"Oh, yaas, sir, I forgot to tell you yo' dog died."

"Died!"

"Yaas, sah."

"What killed him?"

"He done eat some burnt hoss meat and died."

"Burnt horse meat?"

"Yaas, sah."

"Well, where did he get the burnt horse meat?"

"Oh, yaas, sah, I forgot to tell you. Yo' barn burnt down and yo' horses burnt up, and yo' dog done eat some burnt hoss meat and died."

"Well, great Scott, what set fire to the barn?"

"Sparks from yo' house."

"Sparks from my house?"

"Oh, yaas, sah, I forgot to tell you, yo' house got on fire and sparks from yo' house got on yo' barn and yo' barn burnt down, and yo' horses burnt up, and yo' dog done eat some burnt horse meat and died. Yaas, sah, too bad yo' dog died."

"Well, for heaven sakes, what set fire to the house?"

"Can'les got knocked ovah and set yo' lace curtains on fire."

"Candles! What were candles doing in my house, when we have both gas and electricity?"

"From de funeral."

"My, God, you don't mean to tell me that some of my family has died!"

"Oh, yaas, sah, I forgot to tell you. At your mother-in-law's funeral de can'les got upset and set the lace curtains on fire, and burned up yo' house, and de sparks from yo' house got on yo' barn, and yo' barn burned down, and yo' horse burned up, and yo' dog done eat some burnt horse meat and die. Yaas, sah, too bad yo' dog died."

"Well, how did my mother-in-l-aw die?"

"Dropped dead."

"Dropped dead! Well, what made her drop dead?"

"I don't jess know sah, but it was after your wife runned away with yo' coachman."

"And so there is no news."

This story reminds me of what a great storehouse full of news is stored up in the Parker Fountain Pen, and how little of that news is ever told to the consumer.

The other day I went into the store of an important dealer, and talked to the dealer himself.

He didn't know me, even though my picture has appeared in our magazine ads. for years.

Said I to the dealer, "What's the news in the fountain pen business?"

"No news, sir."

Getting out anything new in fountain pens?"

"I don't know of anything new—no fountain pen news that I know of."

"Well, what makes a fountain pen leak in your pocket," said I. "My pen smears my fingers every time I take off the cap and start to write with it."

"Well," said the dealer, "when you set a regular fountain pen point up in your pocket you think the ink all runs down to the reservoir in the bottom of the pen barrel. But it does not. A bunch of ink always hangs up in the feed tube, even when the pen is standing up.

"Beneath the feed tube there is always a space of air, and beneath the air is the reservoir of ink.

"When the vest pocket gets good and hot from the 95° blood heat of the body, the air in the air space gets hot and expands—expands through the only opening that there is, i. e. up through the feed tube, and out under the pen point.

"As it goes up and out it grabs the feed channel ink by the throat and takes it along with it, and slobbers that ink all over the writing end of the pen, so that when the owner's lily-like fingers do remove the cap to write, they receive greetings of ink daubing.

Pulling my Parker pen out of my pocket, I said "Wonder if that isn't what makes my pen leak."

"Your pen ought not to leak," said the dealer, "It's a Parker."

"Why doesn't a Parker leak?"

"It's got the Lucky Curve in it, which stops it from leaking. The Lucky Curve is a sweat-stopper, about as good as Ty. Cobb's bat is an inshoot stopper."

"What's the Lucky Curve?"

Well, George Parker curves the back of his feed channel over against the wall of the barrel. He calls this curve the "Lucky Curve."

What good is that curve?"

"It's just this good. When you set the Parker pen in your pocket point up, the Lucky Curve sucks all the hanging ink out of the feed channel and drops it down in the reservoir below, so that the air may get as hot as that familiar place which is hot, and may go up through the Parker feed channel all it likes, but the said hot air can't carry out any ink to smear the fingers, because there is no ink in the channel."

"How does the Lucky Curve do that slight of hand work?"

"Well, you see the Lucky Curve touches the barrel wall. It's all in the touch. That touch starts the ink to flow down, and out of the feed tube. It flows and flows till it is all down and out, or, perhaps I should say out and down into the reservoir.

"I've heard of a certain kind of touch that extracts a certain kind of green material out of your cash register, but I never heard of a touch that would extract ink out of a feed channel."

"It's a queer sort of a touch. This touch of the Lucky Curve on the barrel wall sets up capillary attraction starts the ink to flow out of the feed tube and down along the barrel wall into the reservoir below."

"What is capillary attraction?" I said.

"Search me, sister. It's some kind of a dance of the molecules on the wall of the barrel, and not being a molecule I can't tell you what they are or do. Capillary attraction is the same fuss and feathers that makes a sponge suck water, or a lamp wick suck oil, or a lump of sugar suck coffee."

"Then the Parker Pen is a pen with a point and a touch."

"Now, the Parker is a pen with two points. It has a pen point and the lucky curve point. When you start to write it is capillary attraction at the pen point that starts the flow of ink on the paper. It is the touch of the pen point on the paper that causes the capillary attraction, which sucks the ink out of the pen on to the paper."

"When you set the Parker Pen in your pocket it is capillary attraction at the Lucky Curve point that starts the downward flow of the feed channel ink."

"And so there is no fountain pen news."

Honestly, my dear friends, there is more news in the Parker Fountain Pen than the colored gentleman had to tell, but you and I, like the darkey, have been holding it back for years. We've been holding back this tremendous selling power. We've been allowing it to lie dormant, just as the great power of China is lying dormant.

We've got to stop hiding this fascinating Parker news back. We've got to stop hiding this fascinating Parker news under a bushel. We must open up the cage and let the tiger out. We must liberate this Parker news tiger and let him plunge upon the consumer. He will hold the consumer's interest spell bound, and don't you forget it, and he'll do more than that. He'll open up his pocket book.

We've had this great news story for years. We confess that we ought to have told it years ago in the simple form that we are now telling it.

Our new advertising agents have convinced us that this new Parker news story, as outlined above, is the greatest selling argument since "No honing and no stropping" and "You touch the button, we do the rest."

There is no doubt about it, our advertising agents are right. They have seen something in our proposition that we have not seen. We do not hesitate to admit it. Only a fool is afraid to admit his mistakes.

But now we can see the powerfullness of this Parker story as a selling argument, we want to drive it with the force of Niagara, and we are going to do it, and whoever gets in the current of our Niagara this fall is going to buy a Parker Fountain Pen.

You've heard stories from advertisers about the big space they are going to use, and the great bunches of nothingness that they are going to do to sell goods this Fall, but, believe me, there is no hot air about the future of the Parker Pen.

We are going to use the big space, and the big media, and we are going to advertise with that steady regularity that makes dripping water drip through granite. But the thing that is going to make the abnormal increase in Parker sales this Fall is the use of this new Parker news selling argument.

If you want to realize just how powerful this selling argument is, learn it by heart from the above conversation I had with the dealer, and tell it to a few customers, and see how easily you sell them a Parker Fountain Pen.

It is really astonishing how it works. In our New York store we've had this argument in big type in our front windows, and the way it brings the people in and the little trouble with which we sell them, beats any experience we have ever had.

Yes, sir, it isn't the large space that we are going to use, and it isn't the steadiness with which we are going to advertise that is going to make the Parker a great seller this Fall. It is the new Parker selling argument that is going to clean things up, and not only cause an abnormal increase in Parker sales this Fall, but this selling argument is actually going to make Parker the premier fountain pen of America.

We have been running this new argument only two months at this meeting, and already we can see indications of what is going to happen, just like the approach of a storm. People are writing in here "I never knew what was in a fountain pen before." "That Parker ad. of yours has certainly sold me a fountain pen."

If you were to ask me what is the easiest thing in the world, I would say "To sell a Parker Fountain Pen," if you know how to tell the story of why a fountain pen sweats in your pocket, and why the Parker Lucky Curve prevents sweating.

If we could get every dealer in the country to learn this story and keep it on the tip of his tongue, and slip it to every customer who comes in, whether he wants a fountain pen or not, and if we could get every dealer to hang up in his front window each month the Parker Pen story which we send him, I'd hate to predict the increase in your sales, as you wouldn't believe me.

On account of this new Parker news story, we know its going to give you the greatest opportunity for making pen selling records that has ever come to you. We don't mean by this that a little dinky stock of pens, such as one might find with some dealer rated about \$150.00, 4th grade credit. No, not that. But with a really fine assortment, coupled with intelligent, enthusiastic salesmanship from behind the counter, will bring down the dollars into your till so fast you will have a smile like Opie Dilldock.

Now is the time to get in your order while we can ship promptly. If you wait until the big rush is on please do not be impatient if we do not ship as promptly as we can now. We will do our best in any event.

Therefore if you will help us by sending in your Fall order early, I'll write you a nice letter stating that Oi've only met two gentlemen in me life and Oi'll be dommed if you ain't the both of them.

Yours very respectfully,

PARKER FOUNTAIN PEN CO.,

GEORGE S. PARKER, Pres't.

P. S. No news.

Slides

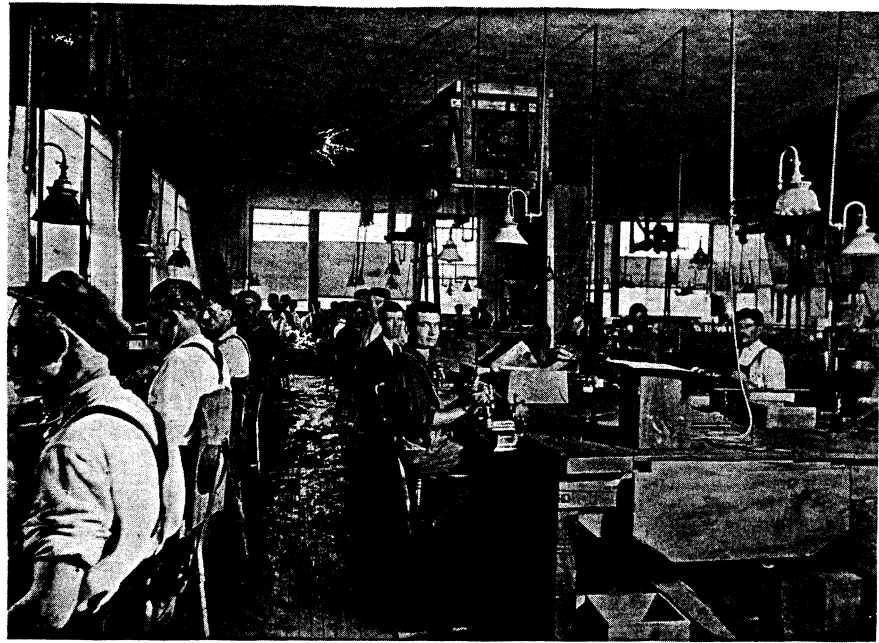
Those of our friends who live in towns where moving picture shows are given, we would say to such we have two or three beautiful colored slides advertising

the Parker Pen.

We would be glad to send these slides to any dealer who will agree to use them.

On these slides we will have the name of the dealer and his business so he will get full benefit of the advertising.

These are all hand-painted slides and as an advertisement we do not think they can be excelled for quick results.



Section of Parker Pen Factory

the July poster

What did you think of that reproduction in poster form which we sent you for your window of our July advertising?

That advertisement was published in a sufficient number of magazines and periodicals whose readers number over 20,000,000.

Just think of an advertisement of this character being put before *one* out of every *one* people in the United States. Then too every dealer selling Parker Pens was sent an enlarged reproduction of the advertisement. Each poster had four little holes punched in it and four little "Signposts" were enclosed in a small envelope and sent with the package ready for the dealer to apply. So the sign could be put in the window and attached or anywhere there was a space for it.

The writer wishes to say in this connection that every window or store that displayed this hanger housed a wide awake dealer or salesman, who, to use a slang phrase was a "live wire."

Show me the dealer who is not cooperating with the manufacturer whose goods he is selling, by utilizing legitimate aids the writer wishes to show you a dealer whose gray matter fails to keep him in the 100 point class.

These posters are to the trade what the door way is to your store—shows the way—and an invitation to enter.

These posters will go to every "live wire" dealer selling Parker Pens the balance of the year. Each one will be different from its predecessor. Each one will meet the months advertising. They will do you a lot of good if used, and we hope you will watch for them and use them.

Elbert Hubbard says: "A KIND THOUGHT, A KIND DEED, A KIND WORD, are good things to use in daily business."

Just remember every business day in which you add to your pleasure of speaking a kindly word, and making someone else a little happier, you are getting big premium on the day just lived.



THOSE of our friends who have made the home of the Parker Pen Co. a

The cut showing the fitting and most interesting and worthy of inspection. particular work and, thereby, becomes exper

Many electric motors are employed, some of which are almost human in the work. The workmen are selected with an especial loyalty, the interest shown by the men in the ma be is soon apparent to the visitor.

The next cut showing the fitting and most interesting and worthy of inspection. particular work and, thereby, becomes exper

Each pen is fitted and tested with as much personal property of the workman who fits it. A subtle something, should go with the fountain pen and iridium, and that is, SATISFACTIO

The main office is shown on the next cut showing the fitting and most interesting and worthy of inspection. particular work and, thereby, becomes exper

The last cut shows the writer's private life who is taking these words and thoughts through w

We extend a cordial invitation to all our friends. The surety. To know how pens are really made and assured.



Pen Fitting and Order Filling Department Parker Pen Co.

What keeps a bicycle upright When running? MOMENTUM

...yet honored us with a visit at
...be interested in these cuts.

...presents a most interesting place.
...er might take the time to come
...y interesting processes through
...goes in process of manufacture.
...operate the multitude of machines,
...ful work accomplished by them.
...view of intelligence, ability and
...aking their work as perfect as may

...order filling departments are also
...Each employe specializes on his
...part.

...much care as tho it was to be the
...ted it. Each one realizes that, that
...tain, other than so much gold, rub-
...TION.

...nd cut. This shows the stenographic
... as well as the writer and his lieuten-
... with the initials M. B., E. G., N. R.,
...ritten by one of the vivacious young
... also shows Mr. Gollner, our super-
... of the accounting department. The
... your bill is due in such a nice way that
... for remittance.

...private office. H. M. is the young lady
... hands pass all orders received.

...any of our friends to come and visit
...ally made is very interesting and we
... of your welcome you may well feel



Section of Main Office Parker Pen Co.

Bone Head

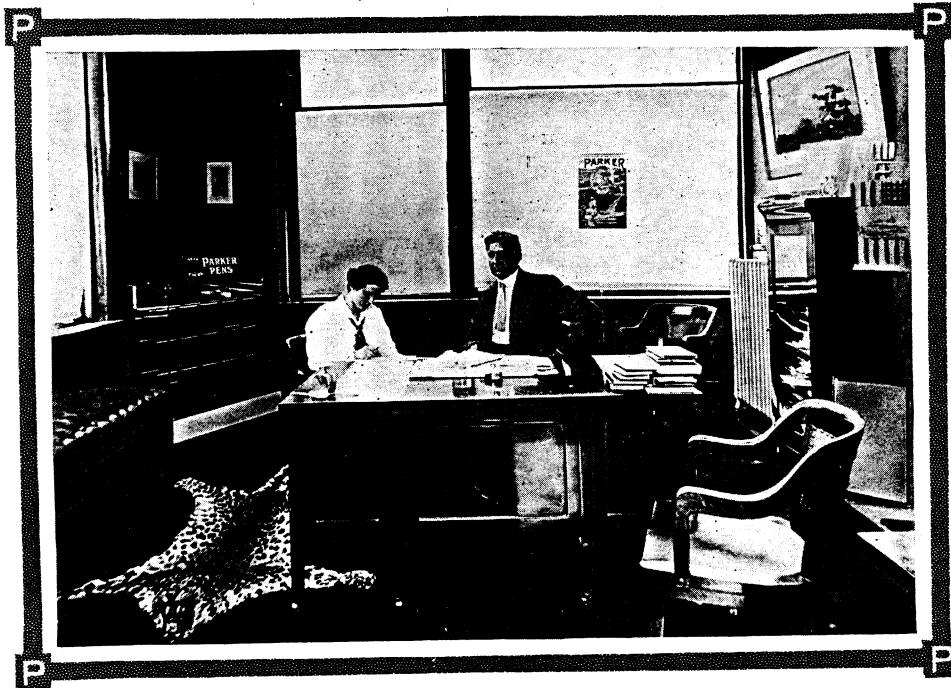
A friend of mine went into a clothing house to get a suit of clothes. The salesman (?) who waited on him showed him several styles and my friend was a little undecided as to whether to buy a certain suit that looked pretty good to him or to go to another clothiers who was also selling good clothes. He finally concluded to take the suit he was admiring. When he got home he happened to look around in the pockets and found a little book telling about the points of superiority of this suit. Not one of which was mentioned by what the boys would call the "bone head" who was masquerading under the name of "salesman."

My friend said "had any of the little improvements been mentioned my choice would have been made instantly. Why there was a pocket on the inside of the breast pocket for my fountain pen. A new way of taking a reef in the size of the pants, so as to make them fit, before, as well as after dinner." So my friend sat down and wrote the manufacturer of that suit and told him he "bought the suit in spite of the fellow who waited on him."

Such a man in a store attempting to wait on trade is a menace to any business.

Suppose, for instance, a man who has read one of our advertisements and goes into a store and says. What about that "Lucky Curve" the Parker Pen Company advertise as making the pen clean and acting like a fountain pen should. Then the salesman would say, "I don't know, guess its just a good sounding name to use in advertising." Instead of saying, "Just let me show you. I will unscrew the nozzle from the barrel. Now I will touch the mouth of the feeder to the inside of the barrel. There! Did you see the ink scoot down in the barrel? No chance for ink to get out over the nozzle to soil the fingers when the little curve is in business.

This is salesmanship! It is the real, genuine, simon pure brand. It sells the goods and pays the dealer. You could no more keep down this kind of a salesman than you could walk across the Atlantic Ocean.



Mr. Parker's Private Office

Santa Fe New Mexico

Last winter the writer took a little trip thru the west. Among the stops made was at Santa Fe, New Mexico. This is certainly one of the cities worth visiting.

It is claimed that the city is the oldest in the United States. History shows that the city was originally inhabited by a very civilized race of Indians several hundred years ago. The Spaniards who controlled the territory hearing of the City, and of its richness in gold and silver and jewelry marched upon the City and captured it. It has for hundreds of years been practically a Spanish city and is today.

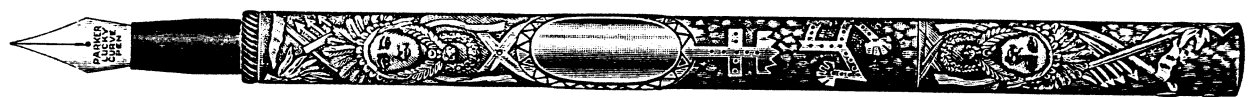
The quaint little mules loaded with fire wood being driven down from the forests in the mountain, and having still stranger looking drivers with their tall, pointed straw hats and turned up rims are everyday sights. Speak to one of the drivers in English, and he will stare at you with a startled look and say "No savy" and pass on.

Don't think for a moment that this class constitutes the entire population. Nothing could be more erroneous. They are merely a part of a very interesting whole.

Fine stores and such courteous and polite attendants cannot but impress the stranger within its gates, makes one long to return for another visit. O, yes, indeed, Parker Pens are sold there.

There is in this wonderful old city the Archelological Institute of America that has the most wonderful collection of Indian and Aztec relics that the writer ever saw. As good fortune would have it the curator, Dr. Chapman proved to be an old time friend of the writer, so the visit to the Institute was made especially enjoyable.

In one of the rooms the writer saw a most peculiar design of the early Aztec designing. Upon inquiry found it was the "Emblem of Mystic Power," "The preserver of life," "The guardian of springs and streams." Permission was secured to copy the design and since then the writer has had



the silver smith reproduce it on a fountain holder as shown herewith.

The Aztecs called it "Awanyu" so we have called it the Awanyu too, style No. 40. It is made in both sterling silver and gold filled. A more strange or beautiful thing it is hard to imagine. With the many centuries behind its origin, and the fact that it is supposed to bring good luck and long life to its owner, made it an especially adapted design to use on a Parker Pen.

Everyone who sees the pen with the strange, mythical characters on it becomes interested in it at once. Its a wonderful pen to have in stock as an advertisement alone to interest possible buyers.

The price of the fountain sterling silver is \$16.00 and in gold filled \$20.00.

Our Travelers

There are over twenty of them. Gentlemen everyone of them who know the Parker Pen from A to Z. They are chuck full of information valuable to any

dealer. Don't be afraid to talk to them, for they are just as glad to help you increase your sales and make suggestions for the betterment of your business, as they are to sell you goods.

Don't Wear Your Wife's Stockings

In numbers are strength, and also in numbers is magnetism. Particularly is this true as regards fountain pens.

The dealer who carries a stock of say half a dozen fountain pens and he is to be congratulated if his sales under these adverse conditions are as many as a whole dozen in a year.

The half dozen stock dealer is out of it, and, possibly does not know it, but goes around laboring under the delusion that there is no "demand" for fountain pens. In his own case he is right. Mighty little is demanded (?) of him in the way of pens, for he wears his wife's stockings over his eyes to keep out the light.

Contrast this with the man who puts in one of the beautiful Plate Glass Marblebase floor case assortments. It is as good an advertisement to the dealer as it is to the doctor who has his waiting room crowded with patients who want to see him. Everybody wants to go to the Doctor who is so successful as to be so busy as to make it difficult to get an appointment. Everybody who buys a fountain pen likes to buy of the man who has the assortment—who is the pen man of the town, who does not have to say: "We will take your order and send it to the factory and get it in a few days." No, the man who buys a fountain pen wants to make his selection while he is on the spot, he wants to try the pen to fit his hand and he wants to try a whole lot, that he does not want to buy—just by way of contrast. He would like to try one of the No. 40 Awanyu \$20.00 pens, especially if you told him something of its origin and history and yet buy a \$2.50 plain. But don't overlook the fact if he tries the No. 40 he will tell about it to his friends and talk about the wonderful assortment you have and the beautiful and strange patterns and the interest charges on your investment in carrying such an assortment will be returned a hundred times over, in increased sales in the course of a year.

"Make This Test Yourself"

Here is a slogan that is worth dollars and dollars to you. You probably know all about how the Lucky Curve drains the ink from the feed channel and always keeps the fountain clean. But does your customer? Show him the remarkable little curve—what it does and how. Let him see how the ink will scoot down in the barrel where it belongs "Well, well, I saw it. Wonderful how that acts. Should think everybody would buy a Parker Pen." (Everybody would if they knew just what the Lucky Curve means to a fountain pen.)

So make your salesmanship of the creative kind. The kind that instructs, satisfies, and Sells.

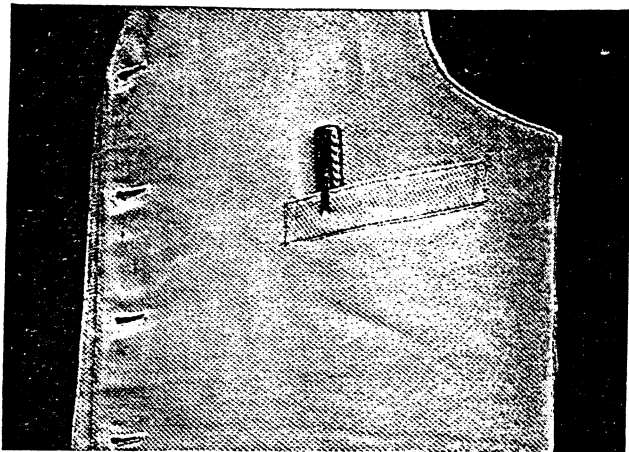
Letter Heads

Here is a very neat little design to put on a letter head. Its small, tasty and adds much to the attractiveness of any letter head. This is especially true if it is used with a bright red or robin egg blue. It should be placed for the best effects on the right hand side of the letter head above the date line. The writer will be glad to supply any of his friends with one of them, who will use it, on request.



The Level-Lock Clip

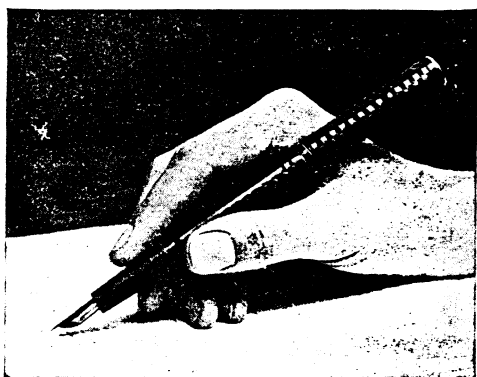
("The clip that disappears.") You have seen Clips and Clips and then some. But you have never before seen a clip like the Level-Lock. It is visible above the surface of the cap only when the cap is over the pen point end, when on the other end of the fountain it drops out of sight and nothing but a neat little nickle name



Level-Lock Clip in Pocket

plate is visible. When placing the cap over the pen point the pen cannot catch on the clip because it is made so as to make it impossible to do so, yet the nozzle automatically pushes the clip in position when cap is over the pen.

It grips the pocket and holds but does not tear it. Two little holes are cut into the cap and the clip is held in place



Level-Lock Clip When Writing (Invisible)

by the bridge formed between the holes and also a small brass collar in the upper end of the cap.

Altogether it is the one clip that fills the idea of what a clip should be. They cannot be sold separate from the



Level-Lock Clip

cap owing to the fact each Level-Lock must be fitted to the cap. The retail price is only 15c in addition to the price of a cap.

The clips are subject to the same discount as pens.

If after ordering some you do not say they are 500% better than any clip you ever saw send them back for credit.

Love Your Job

Do you just "love to sell goods?" If so you are a good salesman or merchant. No man can do his best when engaged in a task that is disagreeable to him.

Did you ever give any thought to the subject of the psychology of salesmanship?

Its a wonderful thing. Just as sure as the sun rises there is an atmosphere or some sort of an influence that surrounds each one. It influences those who come within its zone just as surely as fire warms one who is near enough to feel its rays of light.

Do you recall going into some store where this influence of the affirmative kind abounded? It seemed like going into a place where the atmosphere and surroundings were congenial. You could not but feel what a pleasure to trade in a place where everything seemed so pleasant. There was a "Good morning Mr. Albright," "Fine rain we had last night" or "Hello Billy, where have you been so long." "Have missed you" or "Say old man here is what I have picked out for you—this Parker Lucky Curve Pen we got in an assortment we just got in. I knew just the kind of a pen you liked and this one seems just the one for you. Take it and try it a few days." This dealer radiates life, pleasure, the joy of living and the Grouch withers and dies in such an atmosphere.

The store just seems to be impregnated with joy thoughts. After you go out you feel almost as good as you did when your best girl accepted your proposal.

Now the man who loves his work can see opportunity all over the customer for suggesting the purchase of a fountain pen. The other kind sees no opportunities. There are comparatively few who will go into a store and say, "I want to buy a \$5.00 pen." Do you not see a loss in lack of attention?

Use suggestion.

You know how it is yourself. When a salesman calls on you you do not rush out to him with open arms and say "Mr. Salesman, I am just waiting for you, I want a thousand dollars worth of your goods at once." Oh no, you make Mr. Salesman earn his salary if he sells you. When he is doing it, he is giving the benefit of all he knows and has learned about the line. How some customers elsewhere has found a new lead. How to display the goods, etc.

There are just two reasons for being in business of any kind. First to make money. Second to be happy and to secure real happiness you must do something to make the world look just a little brighter to someone less fortunate.

Hustle, work hard, think helpful thoughts. That's the formula for success.

Rubber Stamps

For a little time we will offer any dealer a neat rubber stamp similar to the enclosed with his name and address, occupation and etc., with an order for a case assortment of Parker Pens or if he has a case with an order for not less than \$30.00 worth of pens. Its mighty handy to

G. S. BEALL
DRUGGIST
DURANT, - MISS.

Expert Prescriptionists

THE PARKER PEN STORE

\$1.50 TO \$250.00

stamp on packages, circulars, and has been known to bring dealers a good many orders for Parker Pens on account of the reminder that he is the Parker Pen man of the town.

THE HALLMARK OF SUCCESS

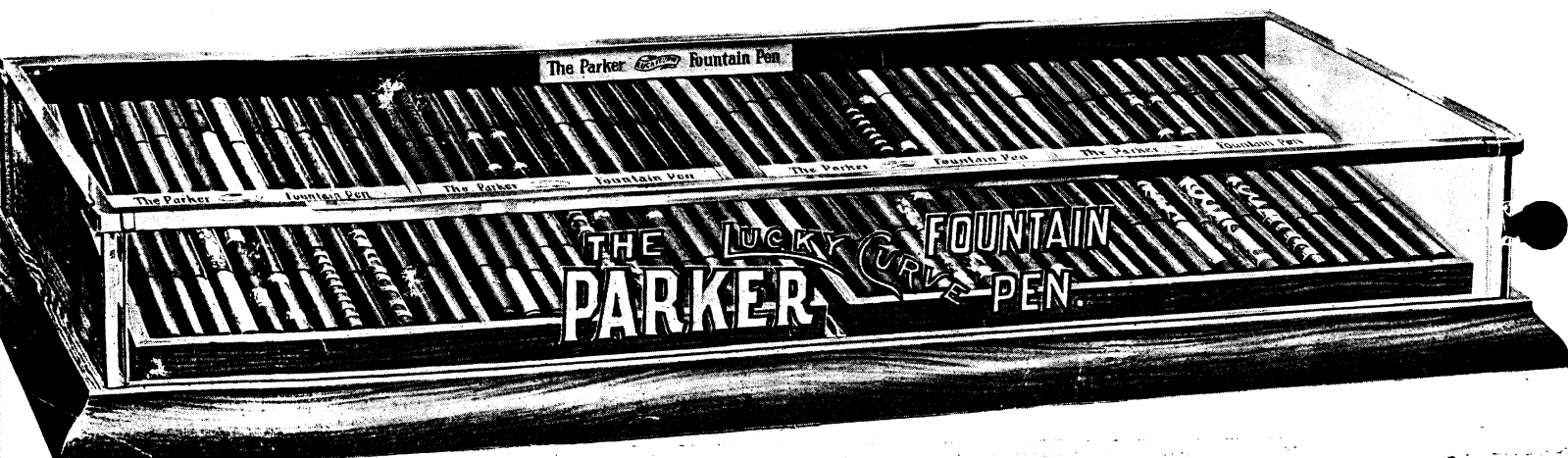
Here is a cut of a floor show case that represents the most modern idea of Pen selling.

In the first place no handsomer case is made. Solid plate glass nickle trimmings, beautifully polished, marble base. Then filled with an assortment of Parker Pens.

Over 100 dealers have in the past three months bought these assortments and if we should give you their selling records since installing them you would think we were stretching the truth. We wish to say again that any dealer who has the business sagacity to realize what an opportunity this presents, will adopt it. He will find it will increase his trade from 100 to 1000 per cent. Its just busy doctor plan—plus. These cases are made in several sizes—to hold 18-24 and 36 dozen respectively.

The lower cut shows one of the regular Plate Glass Cases. Where a dealer is crowded somewhat for room this is the case he should have. It is built low so as to set on top of regular case without obstructing the view. They are made in quite a number of sizes to hold 2-3-4-6-8 and 12 dozen Parker Pens—with the liberal plan of monthly payments.

Is there any good reason for not equipping yourself with the best?



SIDE TALKS

About Geo. S. Parker Fountain Pens and Other Subjects

DECEMBER 1911

JANESVILLE, WISCONSIN, U. S. A.

No. 9

CHRISTMAS HELPS



No. 14
Jack Knife Safety Pen, sterling silver. Price \$5.00. Same pattern, 18 K. gold, heavy plate, \$6.00.

No. 58
Gold—New design. Price \$12.00

No. 20 1/2
Chased barrel. Price \$2.50

No. 33
Gold filigree. Price \$5.50

No. 47
Gold and pearl. Price \$10.00

Give Pens Only— Parker Gift Pens

and Settle Christmas Shopping Easily, Inexpensively

THE new Parker Gift Pens are made specially for Christmas and come in beautiful gift boxes. They are jeweled with diamonds, emeralds, rubies, and other gems, and are ornamented with gold, silver, and pearl, in all manner of beautiful designs. And there are Parker carved pens, plain pens—every kind of handsome gift pen—to suit all tastes, all pocketbooks. Prices, \$1.50 to \$25.00, according to size and ornamentation.

Why fatigue yourself selecting different gifts? Go now to your stationer, jeweler, drug or department store, ahead of the Christmas crowd, and pick out Parker Gift Pens suitable for everybody. Dealer will hold them until Christmas week, without charge.

Every Parker Gift Pen comes in a handsome box of special Christmas design.

EVERYONE WANTS A PARKER PEN
if he has no fountain pen. If he has one, he wants a Parker, because his old one leaks and the Parker won't leak. Prove that it won't. Unscrew any Parker Pen. Drop some ink into the curved feed tube. Touch curved end to barrel, as in test picture, and

WATCH THE INK SCOOT DOWN
This is what happens in the Parker every time you put it in your pocket, point up. *Capillary Attraction*, the same Force that draws oil up a lamp wick, draws ink out of the Lucky Curve feed tube.

If feed tube were straight—as in other fountain pens—it would still be full of ink when point up in your pocket. Result: The *air* in the barrel expands from the *heat* of the body and forces the ink up and out over writing end of pen.

DON'T GIVE LEAKY, MUSSY PENS
Before you buy, unscrew the pen. If it hasn't a curved feed tube, don't buy it. It will leak. If the store hasn't Parkers in stock, ask clerk to get an assortment for you to select from. He will, if you insist. If he *won't*, then send to us for catalogue, and we'll fill order direct.

PARKER JACK KNIFE SAFETY PEN
is a great gift, for it can be carried in pocket or purse, in any position, and still not leak. \$2.50 up. All Parkers write smooth as glass. Have 14-K. gold Iridium pointed pens. New Parker Disappearing Clip never lost a pen yet. Avoid Christmas crowds. Examine Parker Gift Pens at dealer's today.

Parker Pen Company, 92 Mill St., Janesville, Wis.
Our New York Retail Store is at 11 Park Row, opposite Post Office.

PARKER

LUCKY CURVE

FOUNTAIN PEN



X-ray view of Parker Fountain Pen.



Make this test yourself

Full page copy running in December magazines. 20,000,000 people see this—besides YOU

Help Your Customer

HERE'S A CHRISTMAS LIST

USE COMMON SENSE
THE DITTO MARKS

For Grandpa	A PARKER LUCKY CURVE Fountain Pen
For Grandma	“
For Papa	“
For Mamma	“
For Johnnie	“
For Lucy	“
For Aunt Sarah	“
For Uncle John	“
For Dr. Gray	“

THAT'S A SPLENDID IDEA!

Make this a Useful Christmas
Make this a Parker Pen Christmas
Hundreds will ask you, “What would be suitable?” Tell 'em—
say, “Why not send a Parker Pen?”

Holiday Hints—and Why

By GEO. S. PARKER

THIS is the Holiday Season. Does that mean anything to you? Anything—that is—beside long hours and extra hard work?

Each day is just a *day*, whether in summer or winter, unless we put something into it. It's but a basket to hold something, valueless of itself, but prized for what it contains.

The holidays are different from other days because we have come to put something into them—more precious than the routine of our ordinary life.

What is it? Unselfishness—thoughts for others. These are the things which make the holidays stand apart from the rest of the year.

We symbolize these thoughts by gifts, remembrances treasured through the whole round of the year by those who love us, love us for the best there is in us, love us for the unselfishness shining through our Christmas giving. This unselfishness is *always* in our hearts, mind you, but overlaid and hidden oftentimes by the rush and hurry of our business life.

So, as the days bring us closer and closer to the pinnacle of the year when our own best selves show most clearly—how careful we must be that our gifts, symbolizing our true selves, be *genuine*, be *sincere*, having all the elements of lasting worth, and not the showy tinsel of hasty display, blazing today and gone tomorrow.

“Gifts, like friends, must wear well.”

Now For The Application

What is more genuine than a standing invitation, heartily extended, for a good long visit?

This in effect is the meaning of a Parker Lucky Curve Fountain Pen given as a Christmas present.

“Somebody is thinking of you”, it says plainly. “Somebody loves you and wants you to write every single day. That Somebody has sent me to remind you, to coax you, to help you write. I am always ready, always willing. Please write today.”

What other gift does that?

There is the personal touch in this.

It's genuine.

It's real.

It's honest.

He is thrice blest who gives a Parker Pen, Blessing the Day, the Recipient and himself, the Giver.

So then, the gift which never disappoints, the Parker Lucky Curve Fountain Pen, is the best

symbol of Thoughtfulness and Unselfishness for the Christmas season.

In urging your customers to give this gift you are making friends by the hundred. Friends possibly you may never see but whose happiness will be yours through the months to come. Satisfaction comes in business through giving your customers something better than they knew of.

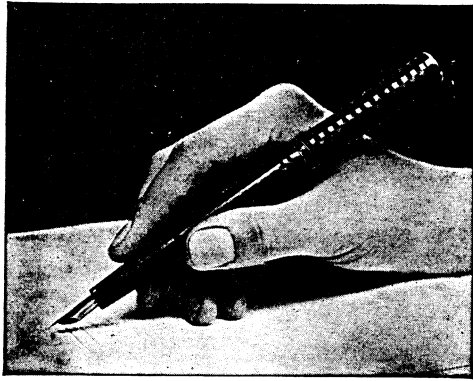
Not *Bargains* but *Service* must be the motto of your store.

The one is the stimulus of the Day.

The other is the Joy of the Year.

Every time you recommend a Parker Lucky Curve Fountain Pen you make two friends, the Buyer and the one to whom the pen is Given.

What will you put into today? A good deed—many good deeds—spreading the Gospel of Use, of Beauty and of Unselfishness.



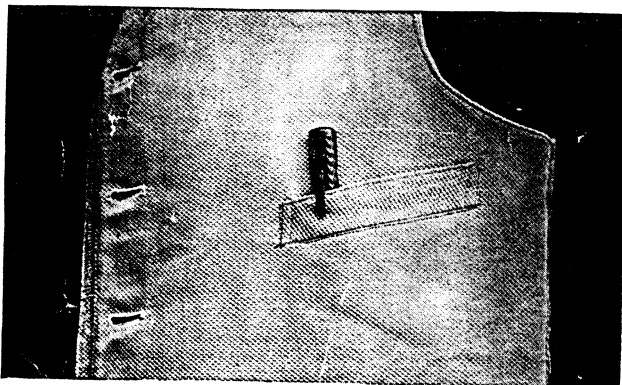
LEVEL-LOCK CLIP WHEN WRITING (INVISIBLE)

The Level-Lock Clip

("The clip that disappears.") You have seen Clips and Clips and then some. But you have never before seen a clip like the Level-Lock. It is visible above the surface of the cap only when the cap is over the pen point end, when on the other end of the fountain it drops out of sight and nothing but a neat little nickel name plate is visible. When placing the cap over the pen point the pen cannot catch on the clip because it is made so as to make it impossible to do so, yet the nozzle automatically pushes the clip in position when cap is over pen.

It grips the pocket and holds but does not tear it. Two little holes are cut into the cap and the clip is held in place by the bridge formed between the holes and also a small brass collar in the upper end of the cap.

Altogether it is the one clip that fills the idea of what a clip should be. They cannot be sold separate from the cap owing to the fact each Level-Lock must be fitted to the cap. The retail price is only 25c in addition to the price of a cap. If after ordering some you do not say they are 500 per cent better than any cap you ever saw send them back for credit.



THE LEVEL-LOCK CLIP IN POCKET

Little Things That Count

Hitch your business to a *Smile* and hear the Cash Register's Obligato.

Smiles have sold more goods than any other selling agency. That is, a *real* smile. *Your* kind of a Smile.

The Red-Blooded, Warm-Hearted, Sincere and Friendly Smile of *Real* people.

The smirk that emanates from a dummy never sold anything. That is only a Surface Crack. It doesn't go down *in*.

Make the Smile the *Uniform of Service* in your store.

Just as you require your clerks to be neat, clean, alert, courteous, insist that they wear your badge, a *Smile*.

Be sure it is your badge, wear the smile yourself. You'll be surprised to find how worry drops from your shoulders.

You *can't* worry and smile at the same time. Just as there *can't* be darkness in a room when the light is brought in.

"Oh, how I dread the Christmas rush" cry your clerks as the long hours, the fatigue, the strain of last year is recalled.

Tell your clerks this: "Wear a smile. You will find it a *tonic*, restoring the Soul".

"You will find it a *Shield* protecting you from half the annoyances of the day".

All people will recognize your place as the Bright Store, the Pleasant Store, the Store with the Smile.

It will be worth while.

THE PARKER JACK-KNIFE SAFETY FOUNTAIN PENS



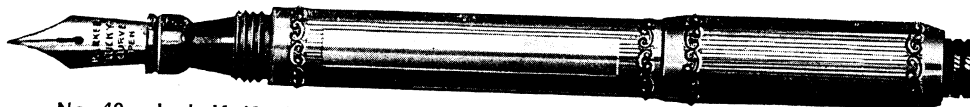
No. 20 Jack Knife Safety, Baby Size, \$2.50.

This little pen is made in both baby and regular sizes. It has already found its way into vest and coat pockets of thousands of people in all parts of the world. Can be furnished in red rubber when specially ordered. Please state in ordering whether Baby or regular.



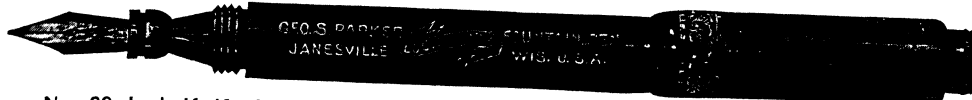
No. 23 Jack Knife Safety Pen, \$3.00.

This pen can be supplied in black or red or fancy chased barrel in the black. A very convenient size with a No. 3 gold pen. This pen can be had in Regular or Baby size.



No. 49. Jack Knife Safety. 18k. Gold Plate on Cap and Barrel. Price \$10.00.

This pen would regard it as a treasure from which she would be exceedingly loath to part. It can be carried in the purse or pocket and not leak. Cap and barrel have the deep line engraved effect with beautiful floral designs on top and bottom of these pens. Space reserved on barrel for engraving of owner's name.



No. 20 Jack Knife Safety, Gold Band, Price \$3.00. Two Gold Bands Price, \$3.50.

This gold band makes a very rich and artistic looking piece of work. In ordering do not fail to designate whether fountain is regular or baby size or two gold bands.



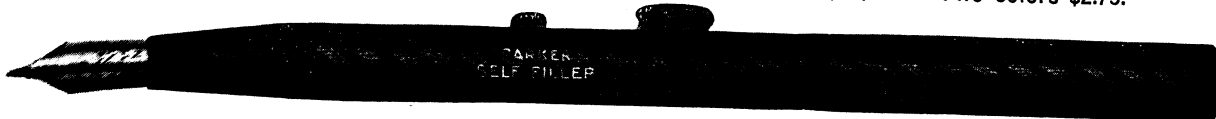
No. 25 Jack Knife Safety, Price \$5.00.

This Jack Knife Safety we make at present, except on special orders. A magnificent pen, with fine, medium, coarse or stub point.

FOR COLLEGE AND HIGH SCHOOL STUDENTS CAPS WITH CLASS COLORS



No. 20 1/2 Parker Pen \$2.50. With "Cap with one Colored Crown," \$2.60. Two colors \$2.75.



No. 20 1/2 Parker Pen Self Filler \$4.00. With "Cap with one Colored Crown," \$4.10. Two colors \$4.25.



No. 21 1/2 Parker Pen \$3.50. With "Cap with one Colored Crown," \$3.60. Two colors, \$3.75.

EMBLEM PENS



This Parker Pen with the emblem of almost any of the more prominent orders. The cut shows the general style. It can be had in 14k. Gold Emblem, \$6.00. Makes a fine present for some secret order man. Price \$12.00 each. This pen can be supplied in a next smaller size.

"WORTH WHILE" METHODS

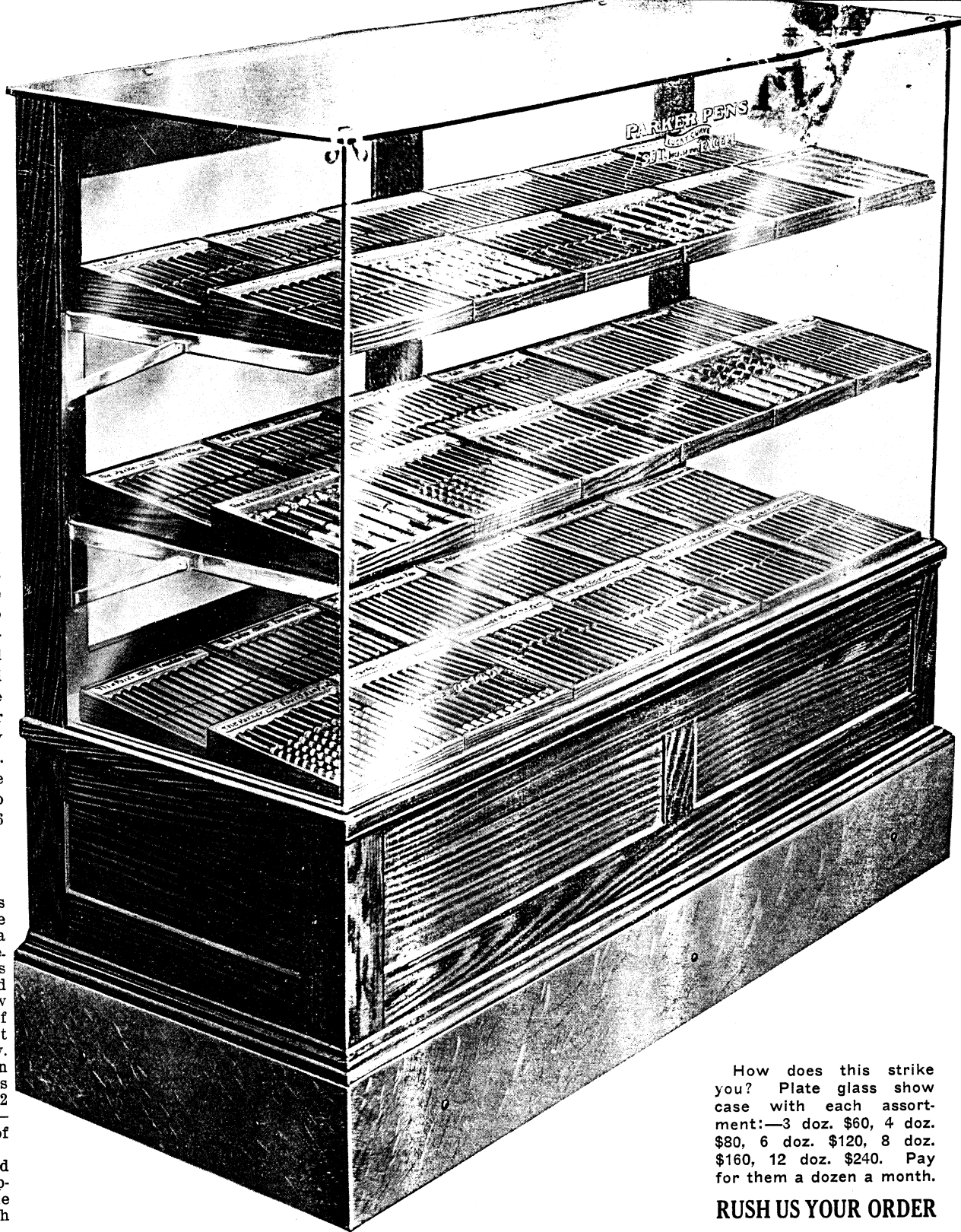
Here is a cut of a floor show case that represents the most modern idea of Pen selling.

In the first place no handsomer case is made. Solid plate glass nickel trimmings, beautifully polished, marble base. Then filled with an assortment of Parker Pens.

Over 100 dealers have in the past three months bought these assortments and if we should give you their selling records since installing them you would think we were stretching the truth. We wish to say again that any dealer who has the business sagacity to realize what an opportunity this presents, will adopt it. He will find it will increase his trade from 100 to 1000 per cent. Its just busy doctor plan — plus. These cases are made in several sizes — to hold 18-24 and 36 dozen respectively.

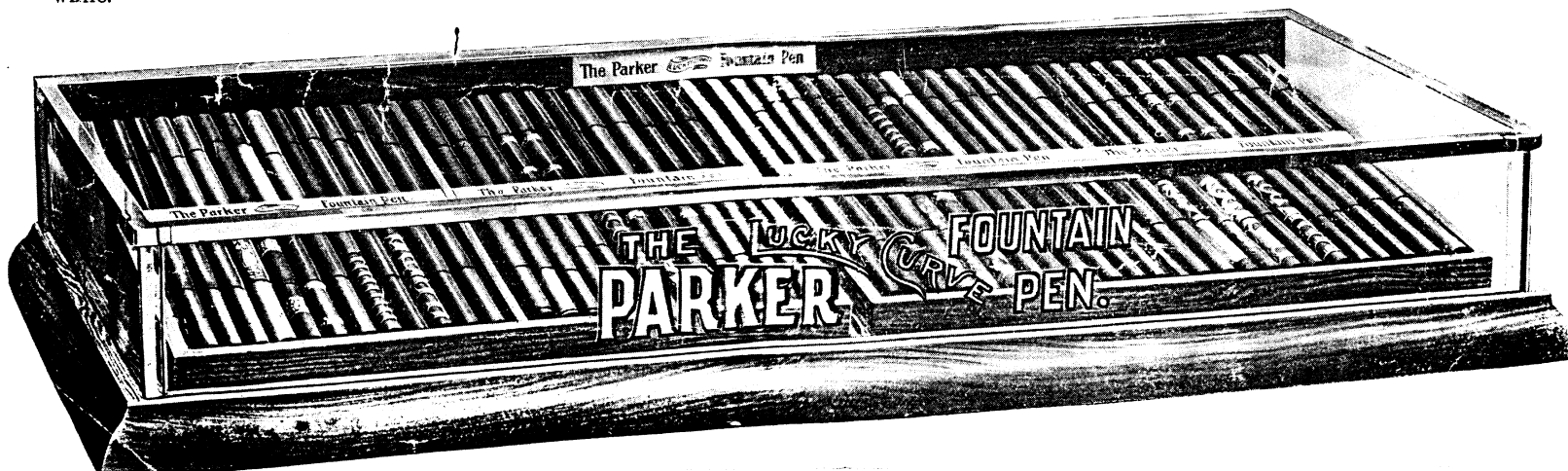
The lower cut shows one of the regular Plate Glass Cases. Where a dealer is crowded some what for room this is the case he should have. It is built low so as to set on top of regular case without obstructing the view. They are made in quite a number of sizes to hold 2-3-4-6-8 and 12 dozen Parker Pens — with the liberal plan of monthly payments.

Is there any good reason for not equipping yourself with the best? It is well worth while.



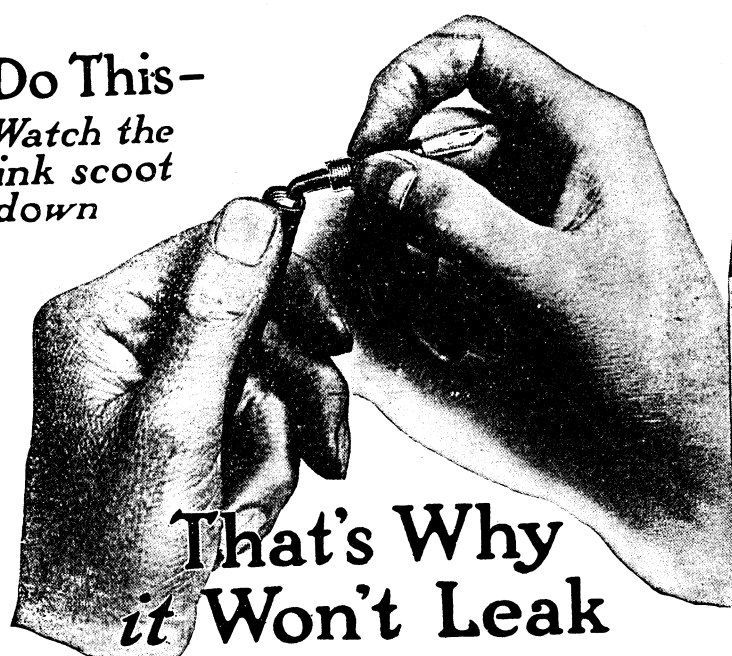
How does this strike you? Plate glass show case with each assortment:—3 doz. \$60, 4 doz. \$80, 6 doz. \$120, 8 doz. \$160, 12 doz. \$240. Pay for them a dozen a month.

RUSH US YOUR ORDER



Always tell 'em WHY!

Do This—
Watch the
ink scoot
down



That's Why it Won't Leak

THE inside of a fountain pen, sitting point up, consists of a tiny feed tube running from pen point straight down into a space of air. Below the air is the ink.

In an ordinary fountain pen ink stays in the feed tube even when the pen is point up.

The body heats the air in the air space. Then the warm air expands, pushes up through the feed tube, pushes out the ink hanging there, pushes it out over the writing end of the pen. Result, the writer's fingers are smeared when he removes the cap to write.

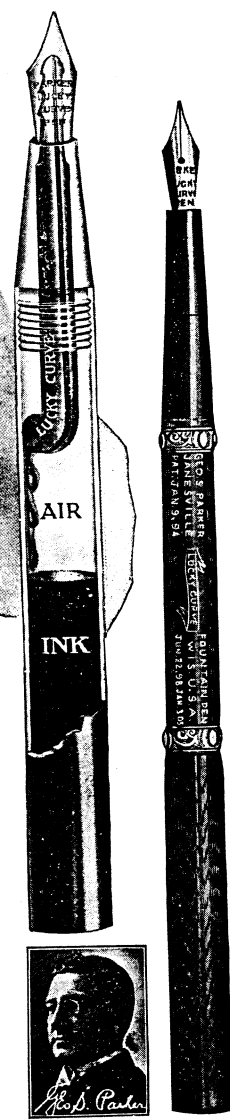
The Parker Fountain Pen has abolished leaking by curving the feed tube over against the inside wall of the barrel. The touching of the end of the tube to the wall sucks the tube empty the instant you set the pen in your pocket. So no ink is forced out when the warm air expands through the tube.

This suction is caused by capillary attraction, that peculiar Force of Nature which makes a dandelion stem suck water, or a lamp wick suck oil, or a lump of sugar suck coffee.

Unscrew any Parker Fountain Pen; fill the feed tube with ink; touch the "Lucky Curve" to the barrel wall, as in above picture; watch the ink scoot down, and thus prove to yourself that there is no ink to leak out and no chance to smear your fingers.

There's never a hitch or skip in flow of ink from a Parker Pen. Made in Self-filling, Safety, and Standard styles; plain, gold or silver mounted; 14-K gold pen, iridium point; prices \$1.50 to \$250. The only pocket clip that recedes out of the way when you slip cap off to write.

Parker Fountain Pens are made in all styles, plain, gold or silver mounted. All have 14-K gold pens with Iridium points. Prices from \$1.50 to \$250.



Get one today. If unsatisfactory, dealer refunds cheerfully, as we protect him from loss.

If dealer doesn't keep them, send us his name, and we'll send you our artistic catalogue and fill your order direct.

REMEMBER it is ONLY THE PARKER PEN which has the "Lucky Curve". IT WON'T LEAK, IT CAN'T LEAK. It is built to drain the ink back into the reservoir and it NEVER FAILS.

The Parker Lucky Curve Fountain Pen interests farmers, students, time-keepers, stenographers, mail carriers, station agents, paymasters, cashiers, and everybody who is not hitched to an ink well.

ESPECIALLY ATTRACTIVE STYLES FOR GIFTS



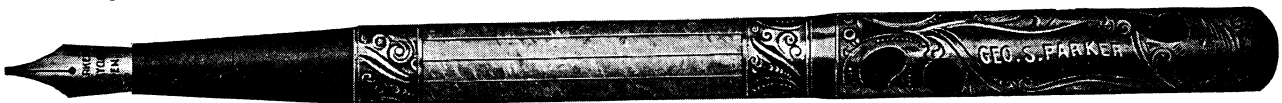
No. 1. Plain Barrel Parker Lucky Curve. Price \$1.50.

A neat little pen. Has the "Lucky Curve" Screw Joint. Either over or under feed. A very good pen and warranted. It is the lowest in price of any Parker "Lucky Curve" made.



No. 20 1/2. Chased. Price \$2.50.

This is the same size as No. 20. The only exception is the fancy chasing on the barrel and cap. May be had when so ordered with fancy chased barrel and plain cap. No. 23, \$3.00; No. 24, \$4.00; No. 25, \$5.00; No. 26, \$6.00; No. 28, \$7.00.



No. 15. Price \$7.00.

This is a superb pen. Barrel is covered with beautifully tinted pearl slabs, held in place on either end by gold bands. Cap is covered with gold plated filigree work. Blank space is left for name plate.



No. 51. Price \$3.50.

This is very plain with a single gold or silver ornament in center of barrel for name plate. It is so odd and yet so unique that it has already become a decided favorite.



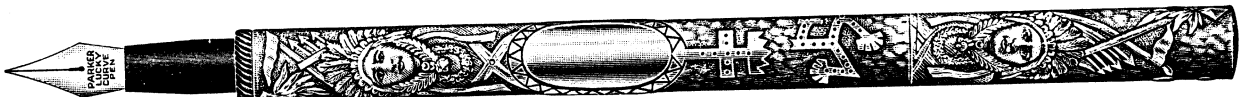
No. 41. Price \$8.50.

This is a gentleman's pen. Large barrel and covered with gold plated filigree work of beautiful design. For father, brother or sweetheart, an ideal present.



No. 45. Price \$6.50.

As a moderate priced gift pen this cannot be equalled in quality or design at the price. Mounted with corrugated pearl in either plain white or colored. Pearl crown. Decorated with three gold bands which also holds pearl in place.



No. 60. The New Awanyu design, 18 K. gold filled. Price \$20.00.

"Awanyu" Aztec Indian design. Design hundreds of years old, but just recently discovered by Archeologists. Awanyu means the giver of life and the good that all hope may be their lot. The goldsmith who worked on this design has succeeded beyond our anticipations. Price, solid silver, No. 59, \$16.00. Don't fail to order one of these pens with the unique, beautiful and mystical design.



No. 54. Price \$12.00.

Cap and barrel covered with 18k. heavy gold plate. The pattern is beautifully worked. The end of the cap is made flat so it can be engraved for a seal, initial, monogram, or society emblem.



No. 42 1/2. Price \$4.50.

This pen represents a rather new departure in pen decoration. Neat, simple and elegant. Blank space on gold band in center for name.